

## **Proposed Outline for a Statewide Web Site Plan**

### **I. Personnel**

#### ***A. Identify key players***

##### **1. Project Manager(s)**

##### **2. Web Content Coordinator**

##### **3. Stakeholder Committee**

**a) Legal services programs and legal aid programs (LSC-funded and non-LSC funded)**

**b) All IOLA programs**

**c) Pro bono programs**

**d) Major bar associations**

**e) Courts (esp. pro se offices and projects)**

**f) Law schools**

**g) Access to Justice networks such as domestic violence organizations, immigration groups, civil rights organizations**

**h) Others**

##### **4. Other state partners**

**a) Organizations with legal interests (e.g., domestic violence organizations, tenant groups, tribes, etc.)**

**b) Social service organizations**

**c) Others**

***B. Identify key players' participation levels and responsibilities***

***C. Identify goals of Committee members and plan to meet those goals***

***D. Identify Committee expansion plans***

## **II. Equipment Requirements**

### ***A. Hardware***

- 1. Internet-connected computers**
- 2. Type of Internet connections**
- 3. Other**

### ***B. Software***

- 1. Browser**
  - a) For administrators, PBN recommends recent version of Microsoft Internet Explorer**
  - b) Users may use any browser**
- 2. HTML conversion software**
  - a) Macromedia Dreamweaver or Homesite**
  - b) Microsoft Frontpage**
  - c) Other options – work with PBN or NTAP**
- 3. Microsoft Word or Corel Wordperfect**
- 4. Adobe Acrobat 5.0**
- 5. Other**

## **III. Create Project Timeline**

***A. Work with Pro Bono Net to create project timeline***

1. May use PBN-proposed timeline as a guide
2. Include pilot and user testing schedule
3. Include additional partner recruitment
4. Include marketing plan

***B. Choose roll-out dates for state site***

1. First date for Public Resources and second date for Advocate Resources
2. Consult with Pro Bono Net
3. Consider content inventory and development

***C. Create milestones for collecting and publishing content for the rollouts consistent with LSC milestones***

**IV. Content Needs**

***A. Public resources***

1. Identify legal areas wanted on first version of the site
2. Inventory existing resources and identify gaps/areas of duplication
3. Collect existing resources/convert to appropriate formats/publish on the site
4. Develop plan to create content and recruit content authors in order to fill the gaps
5. Develop plan and assign responsibility to ensure that commitments are fulfilled
6. Develop plan for updating and reassessing needs

***B. Advocate resources (both staff attorneys and pro bono attorneys)***

1. Identify legal areas wanted on first version of the site
2. Inventory existing resources and identify gaps/areas of duplication
3. Collect existing resources/convert to appropriate formats/publish on the site
4. Develop plan to create content and recruit content authors in order to fill the gaps
5. Develop plan and assign responsibility to ensure that commitments are fulfilled
6. Develop plan for updating and reassessing needs

**V. Credit/Branding Issues**

***A. Choose domain name(s)***

***B. Identify content partners***

1. LSC and non-LSC programs
2. Decide on organizational web sites within template

***C. Partner acknowledgment***

1. Program logos on site
2. Links to existing sites
3. Descriptions of partners

**VI. Content Protocol**

***A. What are the procedures for gathering, posting, and maintaining content?***

***B. Content maintenance plan***

1. Administration privileges
2. Assignment of responsibility and division of labor
3. Online content structure
4. Ongoing site maintenance after initial roll-out
5. Overall management responsibility

**VII. Marketing and Outreach**

***A. What are the methods planned***

***B. Who are the partners***

***C. Who will manage the plan***

***D. What materials need to be developed***

1. Mailings
2. Emails and listservs
3. Links from other pages
4. Print, TV, newsletters, conferences, etc.

**VIII. Evaluation**

***A. Determine goals and objectives of site***

1. Contact national evaluation project and Pro Bono Net for guidance, as needed
2. Incorporate experiences of other states

***B. Discuss methods of evaluation***

1. Reports of site statistics from Pro Bono Net

**a) Usage and management reports**

**b) Data Tracking**

**c) Customized reports**

**2. Baseline data collection**

**3. Online survey tools**

**4. Structured interviews with courts, users, community organizations, etc.**

**5. Other**

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